

FAX# 610-225-1191  
CREDIT RISK !!!  
HARRIS REPORT FROM REP AUG7/12 15.17  
\*\*CHANGES\*\* \*\*\* KVVU-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
BUYER NAME KAREN BENCKINI

SALES PRSN PH- TERESA DIFURIA

	CLASS: NATL.	LOCAL	REGIONAL
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CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG7/12 15.17

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021  
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE  
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009  
AMERICANS FOR PROSPERITY

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS
AGENCY ADVERTISER CODE =												
AGENCY PRODUCT CODE =												
AGENCY EST# = 464												
5	S		800P-1100P	30		\$1,850.00	8/16	8/16	0		THU	0
PROGRAM : NFL PRESEASON BENGALS/FALCONS												
RA50+ : 8.0												

REP HEADLINE# 6262617 TRF# 488262  
 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG7/12 15.17  
 \*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*

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19	A		500P-800P	30		\$1,850.00	8/16	8/16	1		THU	1
PROGRAM : NFL PRESEASON BENGALS/FALCONS RA50+ : 8.0 ORD COM1 : TP CORRECTED PLS APPROVE. THIS IS A MAKE-GOOD FOR AUG16 ON LINE-5 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR AUG17 ON LINE-6 FOR 1 SPOT/WK												

20	A		500P-800P	30		\$1,850.00	8/17	8/17	1		FRI	1
PROGRAM : NFL PRESEASON BENGALS/FALCONS RA50+ : 8.0 ORD COM1 : TP CORRECTED PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 19-20												

6	S		800P-1100P	30		\$1,850.00	8/17	8/17	0		FRI	0
PROGRAM : NFL PRESEASON BALT/DETROIT RA50+ : 8.0												

8	S		700P-1000P	30		\$750.00	8/18	8/18	0		SAT	0
PROGRAM : MLB RA50+ : 5.0												

21	A		1230P-400P	30		\$750.00	8/18	8/18	1		SAT	1
PROGRAM : MLB RA50+ : 5.0 ORD COM1 : TP CORRECTED. PLS APPROVE. THIS IS A MAKE-GOOD FOR AUG18 ON LINE-8 FOR 1 SPOT/WK STATION MAKEGOOD OFFERS:												

M4	OK'D	BUY#5	MISSED:THU/800P-1100P				AUG16		30S	\$1,850.00	(AUG7/12)	
		BUY#6	FRI/800P-1100P				AUG17		30S	\$1,850.00		
			OFFER:THU/500P-800P				AUG16		30S	\$1,850.00	PLS ADVISE.	
			& FRI/500P-800P				AUG17		30S	\$1,850.00		
			CMT:TP CORRECTED PLS APPROVE.									

M5	OK'D	BUY#8	MISSED:SAT/700P-1000P				AUG18		30S	\$750.00	(AUG7/12)	
			OFFER:SAT/1230P-400P				AUG18		30S	\$750.00	PLS ADVISE.	
			CMT:TP CORRECTED. PLS APPROVE.									

AUG/12 29675.00 CONTRACT TOTAL 29675.00  
 TOTAL SPOTS 31

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:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

MARKET TOTALS \$296,750 KVVU 10% KSNV 38% KLAS 31% KTNV 21% KVMY 0% KVCW 0% CABL 0%  
KTUD 0%

HEAVY NEWS BUY TARGETING A50+. ADDITIONALLY, QUALITATIVE INFO USED FOR  
A50+. CONCENTRATED ON OLDER SKEWING PROGRAMS THAT INDEXED OVER 100.

SVC- NSI  
DEMOS- RA50+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE